



## Marketing Tools

"What impresses me is how easy and affordable it is. I can cover all my marketing bases from RealtySoft control panel."

### RealtySoft Marketing Highlights:

Ready to go Marketing tools for print and online media

Easy to learn and easy to use

Integrates with other RealtySoft solutions

### Print Marketing

Create professional stationery, flyers, postcards, property cards and other items directly from your web browser!

Fully-customized graphics, pictures, and fonts

Direct output to your own printer or to nearest print shop center

### Online Marketing

Pay-per-click campaign management

Link exchange with other agents and brokers within our network

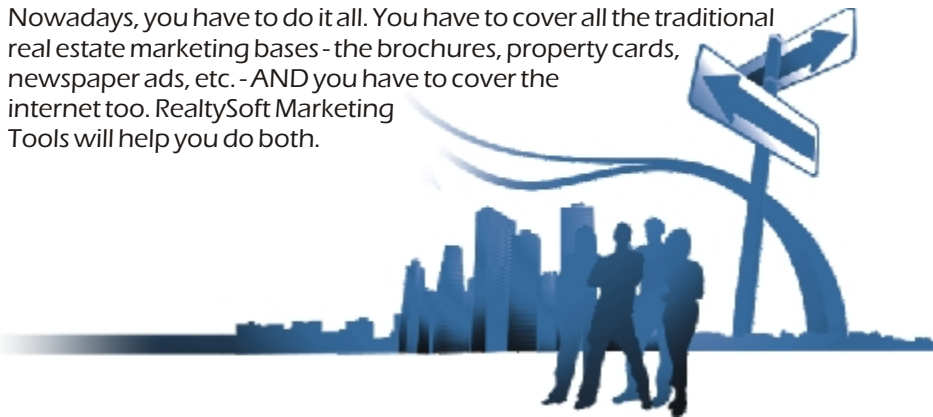
Automatic and regular search engine submissions

Listing syndication with popular search engines and other agents and brokers

## Cover All Your Marketing Bases!

In real estate, sales and marketing success comes from covering all the bases - locally or on the internet...

Nowadays, you have to do it all. You have to cover all the traditional real estate marketing bases - the brochures, property cards, newspaper ads, etc. - AND you have to cover the internet too. RealtySoft Marketing Tools will help you do both.



### Put Your Points On Paper With RealtySoft MyPrints™

Now, the RealtySoft MyPrints module will let you create and produce high-quality, professional marketing materials in minutes, right from your desktop. RealtySoft makes it simple: select the format (e.g. brochures, postcards, flyers, property cards etc.), choose from hundreds of professional templates, automatically add your listing data, perhaps your own picture, brand it with your brokerage logo and send it to your printer. It couldn't be any easier! Standard materials include business cards, letterheads, business forms, single- and double-sided flyers, postcards, property cards, print ads and brochures. Materials can be printed on your own printer or sent electronically to the nearest print shop.

### Do Your Online Ads With MyAds™

RealtySoft MyAds module will help you create and manage pay-per-click (PPC) ads on Google, Yahoo! and MSN. You can control every aspect of your PPC campaign from your RealtySoft MyAds control panel including keywords, copy and suggested pay-per-click bids.

### Lead Management

Consolidates leads from all sources (web, phone, 3rd party lead providers)

Assigns a pre-configured marketing program to each lead

Automatic contact & drip emails until lead conversion

Complete integration with other RealtySoft Web Office Solutions

### You Will Lead With MyLeads™

You get a website to generate leads! RealtySoft MyLeads will put all your leads in one place - at your fingertips - whether your leads come from your website, your 1-800 telephone hotline, or industry lead providers (e.g. Reply, HomeGain, HouseValues, etc.). Using the MyLeads module, you can prioritize your leads and assign automatic marketing programs to each one. Once a lead has been assigned a marketing program - MyLeads will automatically manage an email campaign to convert those leads into buyers and sellers. All leads are fully integrated with RealtySoft's MyContacts.



### Regular Search Engine Optimization & Submission

RealtySoft MyAds also provides regular monthly search engine submissions to Google, Yahoo!, MSN and over one hundred other search engines. In addition, RealtySoft MyAds helps you manage link exchanges with other agents and brokers in the RealtySoft network in order to boost your search engine rankings.

### Syndicate your listings in Popular Search Engines and more!

Get marketing coverage on the internet too. Syndicate your listings with popular search engines such as Google Base, Oodle, Trulia, EdgelO and PropSmart or share listings with other agents and brokers in your area! You'll have complete control over your listings!



### Be sure to check out these other RealtySoft tools:

RealtySoft Internet Tools

RealtySoft Listings & IDX Tools

RealtySoft Productivity Tools

RealtySoft Brokerage Tools

### About RealtySoft

REALTYSOFT offers you the best value in outstanding real estate technology solutions. That's because, for the past 10 years, RealtySoft has focused on only one thing: building the best online marketing tools for real estate agents and brokers, offering them at the best value, and ensuring that they produce the best results. RealtySoft web based solutions are available directly from RealtySoft or from selected industry partners and resellers.

### RealtySoft Contact Information

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